

The South Dakota QuitLine 101

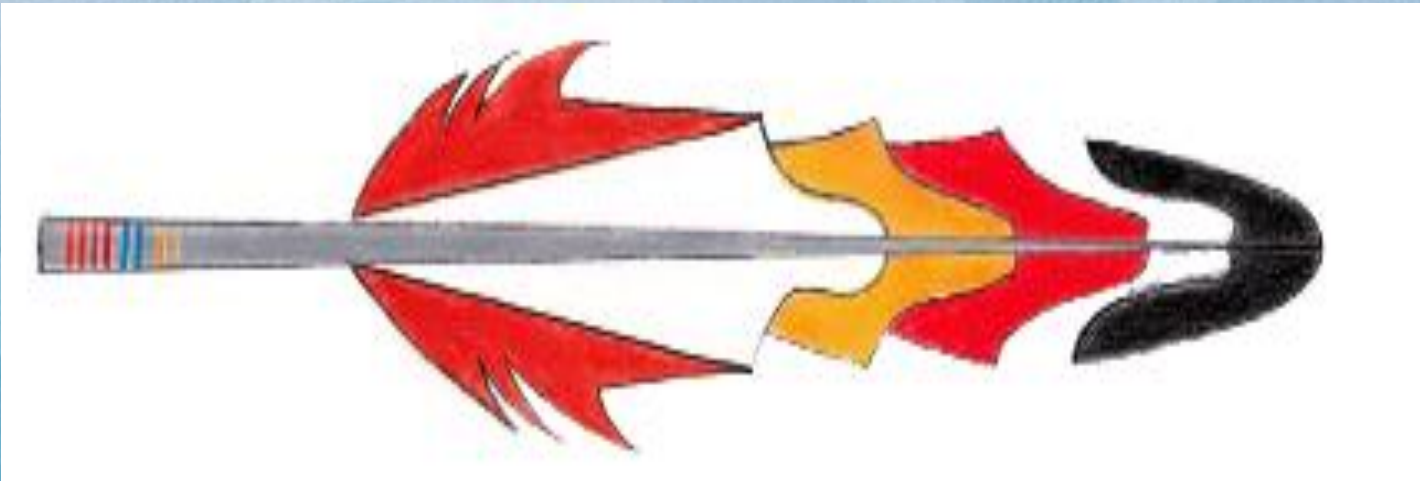


Presented by:
Kayla Magee, RN
**Statewide Tobacco Cessation
Coordinator**



1.866.SD-QUITS 1.866.737.8487 www.SDQuitLine.com

NOTE: The term “tobacco” refers to commercially produced tobacco products only and never the traditional tobacco of our Northern Plains American Indians



**Tobacco use is the SINGLE most
PREVENTABLE cause of death in the U.S.**



KILLER.

MORE THAN:

HIV/AIDS

Alcohol

Car accidents

Murders

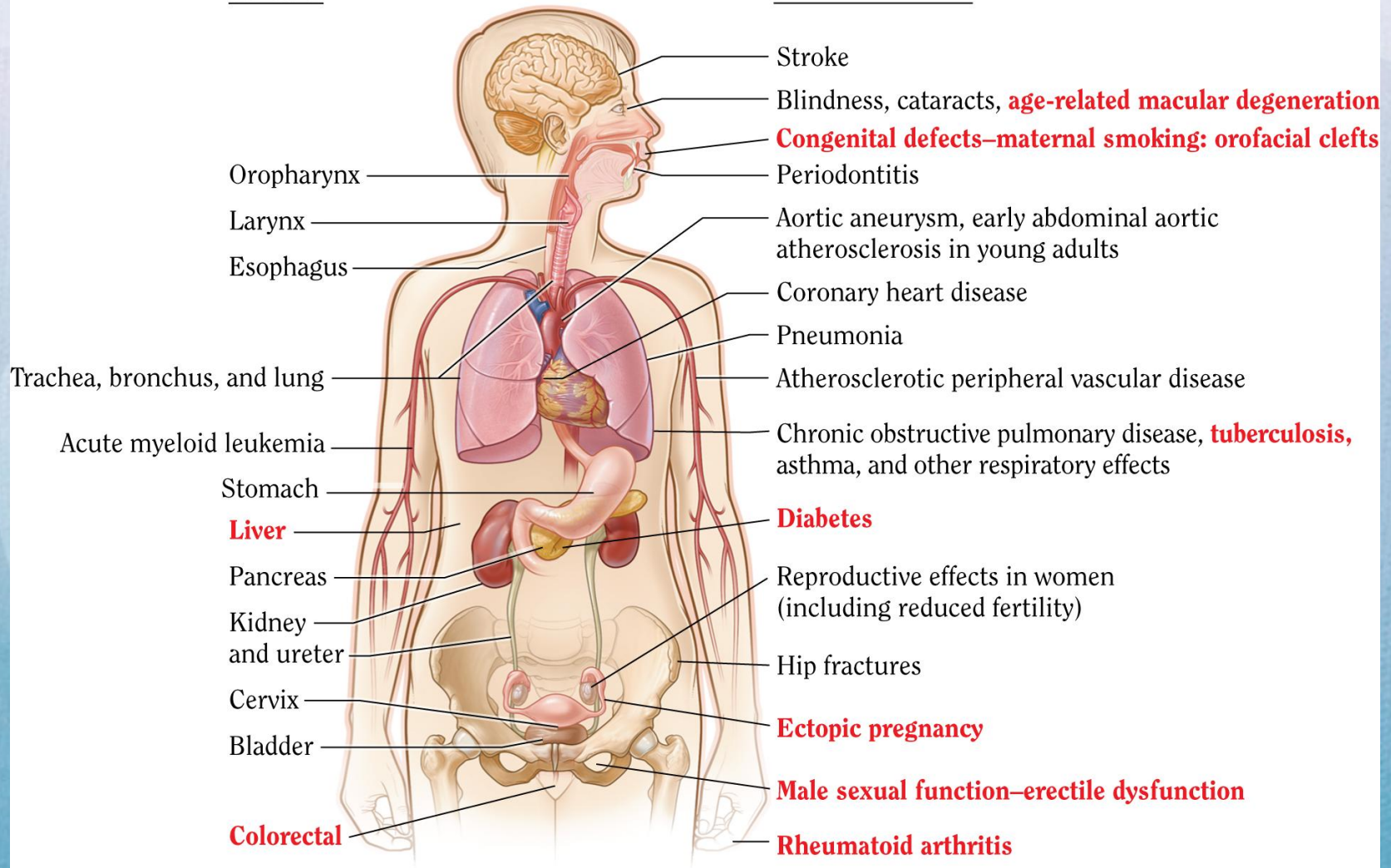
Suicides

COMBINED!!

Damages Caused by Smoking

Cancers

Chronic Diseases



Source: USDHHS 2004, 2006, 2012. Note: The condition in **red** is a new disease that has been causally linked to smoking in this report.

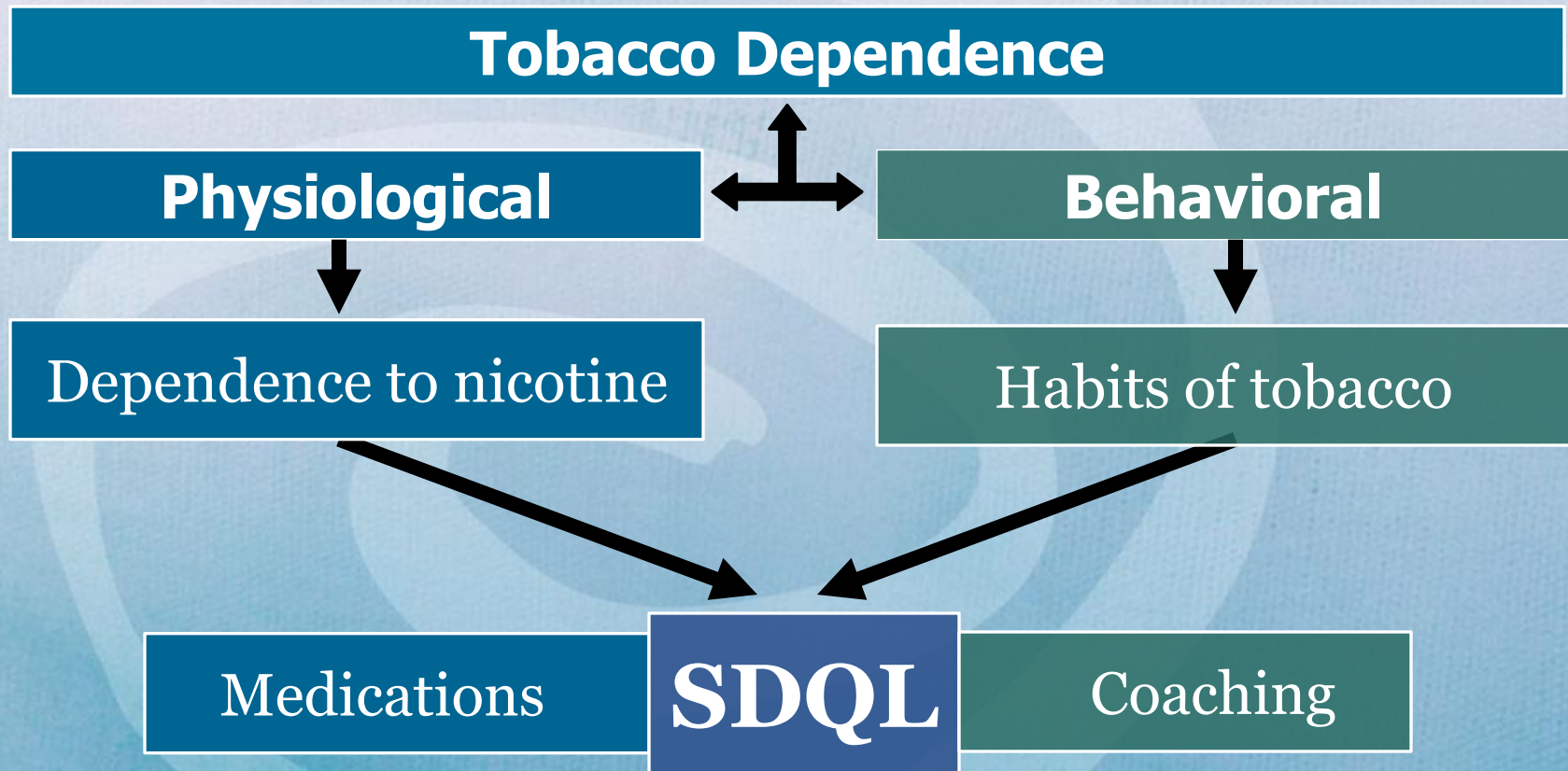


Priority Populations

- ☉ American Indian
- ☉ Medicaid Clients
- ☉ Pregnant Women
- ☉ Spit Tobacco Users
- ☉ Youth and Young Adults (18 < younger)
- ☉ Mental Health & Substance Abuse **

** Newly added population as of January 1, 2015

TOBACCO DEPENDENCE: A 2-PART PROBLEM



Dependence is a two part problem and should address both behavioral **AND** physiological aspects



1. **Free & Easy** Enrollment
2. **Free** Medications
3. **Free** Coaching
4. **Successful &** Evidence Based

How to Enroll



- 🌀 Call 1-866-SD Quits
- 🌀 www.sdquitline.com
“Click-To-Call”
- 🌀 Fax Referral
- 🌀 EHR Referral



Referrals and Quit Rate

	Number of Enrollees	Response Rate to Follow-up Survey	Quit Rate	95% Confidence Interval
Direct Healthcare Provider Referral	501	48.7%	48.8%	42.4% – 55.2%
Passive Healthcare Provider Referral	13,872	46.5%	45.5%	44.3% – 46.7%
Other Referral Source	20,493	45.5%	46.1%	45.1% – 47.1%

SDQuitLine.com

[SERVICES](#)[FAQ](#)[RESOURCES & TIPS](#)[PROVIDERS](#)[SHARE](#)

Welcome to The South Dakota QuitLine.

If you are ready to quit, thinking about quitting, or know someone who wants to quit... we're ready to help. The South Dakota QuitLine offers services designed to help you kick the habit for good. This website has been designed as a resource to help you quit and stay quit. All you have to do is call the QuitLine, or you can "click" and we'll call you! It's that easy and it's free!

There are two ways to enroll:



You Call Us

- Open Monday – Friday 7am – 11pm
Saturday 8am – 5pm CST
- Free personal live quit coach
- Free cessation medication
- Enrollment takes approximately 10 – 15 minutes
- Visit the [Services](#) tab for more information

CALL TO ENROLL NOW!

1.866.SD-QUITS
1.866.737.8487



We Call You

- Click here to submit your information to a QuitLine Coach
- Tell us the best time to call you
- Visit the [Services](#) tab for more information

CLICK TO ENROLL NOW!

REQUEST A CALL!
We'll call you.



Find us on Facebook



South Dakota QuitLine

✓ Like You like this.



South Dakota QuitLine

November 22 at 7:00pm

In 1999, 44% of South Dakota's high school kids were smokers. Today, only 16.5% are. Even so, that still means 21,000 SD kids alive today will die early from smoking. Visit www.BeFreeSD.com to learn more.



Facebook social plugin

Enrollment Call



- ④ Gather basic information
- ④ Assess readiness to quit in next 30 days
- ④ Determine Eligibility
 - ④ 1. SD Resident
 - ④ 2. Tobacco User
 - ④ Re-enrolling
- ④ 10-15 Min
- ④ Open 7am – 11 pm M-F & 8am -5 pm Sat. Voicemail available 24 hrs



How Often Can Someone Re-enroll?

- ④ Research indicates that cessation often takes multiple attempts for success.
- ④ Re-enrollment is unlimited in the number of times a participant can use the QuitLine, but how often is limited.
- ④ Priority Populations can use the QuitLine every 3 months.

QuitLine Medications

QL participants and their QL Coach may choose *one* of the following for **FREE**:

- ⦿ Up to 8 weeks of Rx Medication (**need physician to fax Rx**):
 - ⦿ **Zyban** (Bupropion)
 - ⦿ **Chantix** (Varenicline)
- ⦿ Up to 8 weeks of Over-the-Counter Nicotine Replacement Therapy:
 - ⦿ **Patch**: 7 mg, 14 mg, 21 mg
 - ⦿ **Gum**: 2 mg, 4 mg
 - ⦿ **Lozenge**: 2 mg, 4 mg

How to Receive Medications

- ④ Must enroll and continue in QuitLine phone coaching.
- ④ Participant will need to have their healthcare provider prescribe Zyban or Chantix or NRT if under 18 or pregnant
- ④ Receive (2) 4-weeks supply of RX medication
- ④ Receive (4) 2-weeks supply NRT (patch, gum, or lozenge)
- ④ All medications sent through a central pharmacy
- ④ Medication is sent to participant's home address



Dual Therapy for 3+ QL Users

- ⌚ For those who have used the QuitLine 3+ times and still having trouble quitting!
- ⌚ Participants need the consent and/or prescription from their physician.
- ⌚ Optional; not required to use dual therapy

Option 1

**NRT Patch + Zyban
(8 weeks)**

Option 2

**NRT Patch + (Gum
or Lozenge)
(8 weeks)**

Continue Coaching

- ☉ Typically 5 coaching sessions centered around a Quit Date.
- ☉ Sessions scheduled by the participant at their convenience.
- ☉ QuitLine Coach calls the participant at scheduled time.



Coaching Sessions 1 & 2

Preparation (Prior to Quit Date)



- ④ Develop a Personalized Quit Plan
- ④ Plan a Quit Date
- ④ Discuss Medication Information
- ④ Discuss
 - ④ Triggers
 - ④ Coping Mechanisms
 - ④ Withdrawal Symptoms



Coaching Session 3

On Quit Date

- ☉ Coach Provides Support and Encouragement
- ☉ Provides Additional Information on Medication

Coaching Session 4

After Quit Date

- ☉ Follow-Up
- ☉ Review Quit Strategies
- ☉ Address Slips



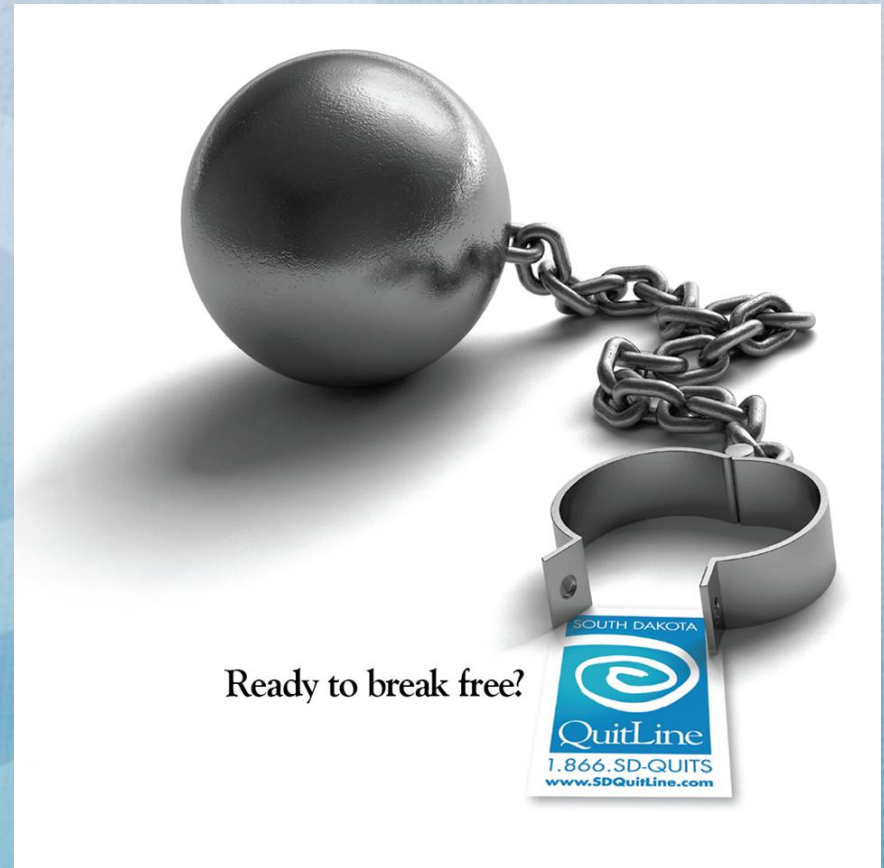
Approximate Length of Coaching Sessions

Call	Time
Initial Call (1 st call to QuitLine by a participant to enroll in program)	10-15 minutes
1 st coaching session	25 minutes
2 nd - 4 th coaching sessions	15-20 minutes
5 th coaching session	10-15 minutes

Coaching Session 5

Graduate!

- Issue GRADUATION LETTER
 - Can be used to receive lower health insurance premium!
- Confirm contact information for follow-up
- According to the 2013 7-month follow-up we have a **43.9%** success rate!!!



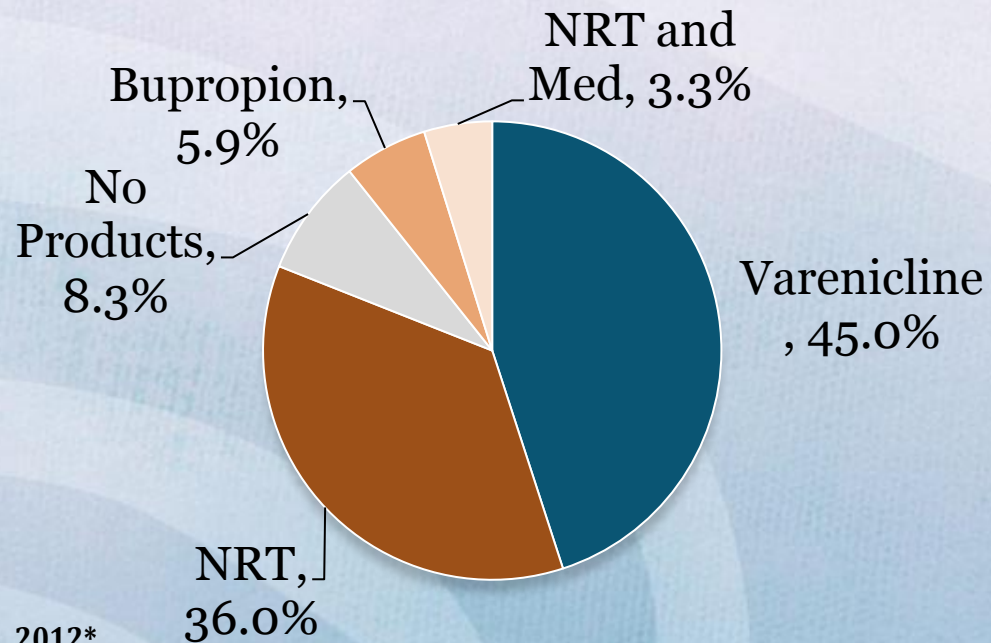
Ready to break free?

QuitLine Coach Requirements

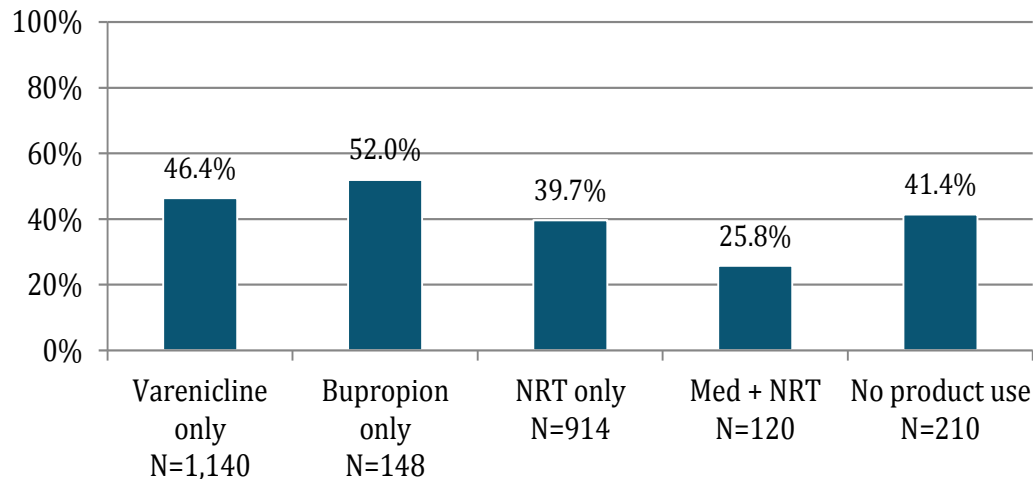
- ④ Minimum of Bachelors degree
- ④ Trained in Counseling and behavior modification
- ④ Have Motivational Interviewing skills
- ④ Sensitive to cultural diversity (Native Americans)
- ④ Knowledgeable in:
 - ④ Health Issues surrounding tobacco use
 - ④ Nicotine Withdrawal
 - ④ Cessation medications



Type of Service



Quit Rates by Cessation Product Type (30 dpp), 2012*



*More people quit on varenicline and bupropion than on NRT - $\chi^2 (3, N = 2433) = 15.548, p = 0.01$.
 Confidence intervals for respective quit rates were: NRT = 36.5% to 43.0%, bupropion=43.7% to 60.3%,
 varenicline = 43.4% to 49.4%, medication plus NRT = 18.5% to 34.8%, and no cessation product = 34.8%
 to 48.4%.

Success Rates

Other Websites

- ☉ BefreeSD.com
- ☉ RethinkTobacco.com
- ☉ FindyourPowerSD.org
- ☉ facebook.com/SDQuitLine
- ☉ facebook.com/TobaccoRethinkIt
- ☉ Goodandhealthy.org



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